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- 1) Transmittal (1 pg.);
- 2) Information Disclosure Statement (3 pgs.);
- 3) PTO/SB/08A form (1 pg.);
- 4) Ref. AF (23 pgs.);
- 5) Ref. AG (24 pgs.);
- 6) Ref. AH (4 pgs.);
- 7) Ref. AI (6 pgs.); and
- 8) Ref. AJ (8 pgs.);

Attorney Docket No.: Google-56CIP1 (GP-145-01-US)

Appl. No.: 10/823,508

Applicants: Leslie YEH, et al.

Filed: April 12, 2004

Title: DETERMINING AND/OR USING LOCATION INFORMATION IN AN AD SYSTEM

TC/A.U.: 2168

Examiner: Greta Lee Robinson

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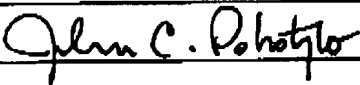
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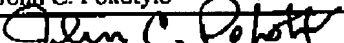
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<h1>TRANSMITTAL FORM</h1> <p>(to be used for all correspondence after initial filing)</p>	Application Number	10/823,508
	Filing Date	April 12, 2004
	First Named Inventor	Leslie YEH
	Group Art Unit	2168
	Examiner Name	Greta Lee Robinson
Total Number of Pages in This Submission	Attorney Docket Number	Google-56CIP1 (GP-145-01-US)

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Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	September 27, 2007

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-56CIP1 (GP-145-01-US)

Applicants: Leslie YEH et al.

Serial No.: 10/823,508

Filing Date: April 12, 2004

Title: DETERMINING AND/OR USING LOCATION INFORMATION IN AN AD
SYSTEM

Examiner: Not yet assigned

Group Art Unit: 2171

Commissioner for Patents
P.O. Box 1450
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S I R:

Information Disclosure Statement Transmittal

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being submitted more than three (3) months after the filing date of the application and following the issuance of an Office Action, but before the issuance of a Notice of Allowance or a final Office Action, the applicant assumes that this IDS should be considered under 37 C.F.R. § 1.97(c)(1). If, however, this is not the case, then this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97(d). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

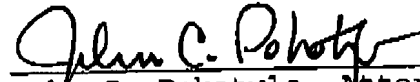
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I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

September 27, 2007



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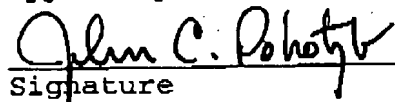
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